

DRIVING OF REALTY AUCTION HAMMER AGAIN STIRS SOCIETY

Watson Webb, Master of Hounds and Polo Player, Follows Example Set by Alfred I. du Pont and Places Big Country Estate on Block—"Going, Going, Gone!" Bids Fair to Become Modish Slogan

When Alfred I. du Pont decided to sell his 250-acre estate at Roslyn, L. I., the news sent a tremor of surprise through both society and real estate circles. Prior to that event the auction mart was not considered the most appropriate medium for the voluntary disposing of a gentleman's country place. Just why that theory prevailed it is hard to say. Perhaps

list of bidders and witnesses whose names read like a page torn from the Social Register, and there is a strong probability that the offering of Woodbury House will arouse even greater interest.



SPACIOUS ENTRANCE HALL WHERE THE AUCTION SALE WILL BE HELD.

was regarded as an extremely uncommon method of eliciting the best price for the property, or it may have been considered a bit radical. The chances, however, that, like many another event of its kind, it will be a success, are being done.

Less than half a year has elapsed since White Eagle, the du Pont estate, was offered on the block to Lady Guest for \$1,000,000, but the sale was not made. The reason, it was said, was that the owners of such places have come to realize that the auction sale, with its facilities for creating excitement and for securing the highest price, is an effective agency for running up the price. In defiance of the prejudice against the auctioneer's hammer, J. Watson Webb, grandson of the late William Vanderbilt, has decided to offer Woodbury House, his big country estate at Roslyn, L. I., to the highest bidder. The auction will be held on Sunday, October 22, at 3 P. M., in the spacious entrance hall of the mansion to be sold. As in the case of the du Pont estate, the Webb auction will probably be more or less of a social function. The White Eagle sale drew forth a

many leaders in the business, financial, social and professional world, such as Judge Elbert H. Gary, Otto H. Kahn, Henry L. Stimson, Rogers Winthrop, Ogden L. Mills, James A. Burden and Robert E. Todd. The house will be sold with all its beautiful furnishings.

Entering the estate from Jericho Turnpike, the visitor travels along a fine wide bluestone roadway lined with trees which leads up to the broad esplanade stretching across the front of the house. The residence occupies a majestic site in a wooded park in the midst of the seven-acre estate. Around the mansion are to be found lawns, lawns, lawns and many fine shrubberies. The house, of early English design, was built seven years ago and a fortune was lavished on its exterior and interior. It is no less striking within, the decorations of the woodwork and paneling have been carried out by the Tiffany Studios. Much of the woodwork and paneling has been imported. The dining room is an entire story taken from an old villa in Spain and stands to-day just as it did in its royal setting in the ancient mansion near Granada.



THERE IS AN AIR OF CLASSIC DIGNITY AND REPOSE ABOUT THE LIBRARY THAT ACCORDS WELL WITH THE PURPOSE OF THE ROOM.

devotee of outdoor sports, and is known not only as a master of hounds but as a steeplechase rider and a polo player. He is master of the Meadow Brook Hounds, a private pack, which he established in 1905 and has since maintained. Devereux Milburn, lives at Westbury, as do also Thomas Hitchcock, Jr., and Louis E. Stoddard. In the neighborhood are the Piping Rock Club, Meadow Brook Club and Seawanhaka-Corinthian Yacht Club.

The terms of the forthcoming auction call for the payment of 10 per cent of the full price on the day of the sale and

30 per cent. on November 15. The balance of 60 per cent. remains on mortgage. Francis R. Appleton, Jr., of the law firm of Appleton, Butler & Rice, will act as attorney for Mr. Webb, and Howard Le C. Rooms of the real estate brokerage firm of William J. Rooms & Co. has been appointed agent.

TO LIQUIDATE LOTS FOR BRONX PIONEER

B. L. Kennelly Will Close Out Holdings of Ephraim Levy, Old Time Developer.

The Regent Realty Company, headed by Ephraim Levy, has decided to liquidate its holdings in the Bronx, where in the last few years it has blazed the trail for hundreds of home and business property builders. Mr. Levy has authorized Bryan L. Kennelly to offer the company's properties on the auction block in the Vesey Street Exchange on Wednesday, November 3. Nearly three hundred lots in developed sections will be included in the sale.

Among the lots to be sold are 47 on Morris, College and Teller avenues, between 159th and 173rd streets; 57 on Sedgwick, Undercliff and Popham avenues, between 156th and 177th streets; 150 on Morris and White Plains avenues, and adjacent streets in the Van Nest and Unionsport sections; 15 lots on Woodlawn Heights, opposite Van Cortlandt Park, between 238th and 241st streets, and 17 acres of water front property fronting on the Eastchester Ship Canal, opposite Pelham Bay Park.

The Regent Realty Company started operations about thirty years ago in the Bronx, which was then part of Westchester county. One trolley car was in operation where subways and elevated lines now stretch out in all directions. They put in sewers, water and gas in many sections, and were really responsible for the transformation of the Bronx from a wilderness into the great business and home center it is to-day.

They opened up and developed a tract of 200 lots in the Morris Heights section, a tract of 40 lots opposite Claremont Park, and a tract of 150 acres in Van Nest, where there have been several hundred houses and a public school, which was leased to the city. The school had sixty pupils at the start and a year later 4,000. Not so long ago the city put up its own building, which now cares for 2,000 pupils, in addition to 800 pupils in the old building.

Other tracts developed included 300 lots in Woodlawn; 400 lots in Unionsport; 200 lots on Spurten Dwyer Parkway and Broadway, which was sold to Manhattan College; 40 acres adjoining St. Joseph's Institute in Unionsport; several hundred lots at Roslyn, Queens, Prospect avenue, and 300 acres in Yonkers. The company owned the property now occupied by The Bronx Court House, Third avenue and 161st street.

Apartment House Sales.
J. Lincoln Sells Company sold for a client 1235 Park avenue, southwest corner of 161st street, a five-story tenement with stores, 25,115 sq. ft. to Mrs. Friedman. This property was bought by the sellers through the same brokers nine years ago.

W. C. Comerford of Flynn & Connaughton sold for the Mutual Trust Company of Port Chester, N. Y., the five-story apartment with stores at 2918 Eighth avenue to an investor who intends to renovate and occupy for business purposes.

Sale on East 20th Street.
Henry Hof sold for Nathan Halperin to M. Flumfredo the four-story building at 213 East Twenty-ninth street. After alterations the buyer will use it for business purposes.



EVERY DETAIL IN THE ARRANGEMENT OF THE VERANDA CONTRIBUTES TO THE DOMINANT SUGGESTION OF COMFORT AND COOLNESS.

Real Estate News, Notes and Gossip

William F. Lahiff, who conducts the Strand restaurant at 224-226 West Forty-seventh street, near Broadway, has bought the property at that address, consisting of a three-story building, 32,102 sq. ft. irregular. He has acquired it in the name of the Lahiff Realty Corporation, H. Mahieu and David L. Delman being directors. Martin Beck, the seller, disposed of the property subject to mortgages totalling \$80,000.

Jacob J. Tabolt sold to a client for the Lorrha Realty Corporation, the four-story building with store at 389 Eighth avenue, 21,370, between Twenty-ninth and Thirtieth streets.

Fred W. Marks leased the two dwellings at 157-159 West Twenty-second street to Louis Shier for twenty-one years. Plans have already been filed by the owner for a business building to be erected and ready for occupancy January 1, 1922. This is the third long term lease made by Mr. Marks on this block recently.

In the Dwelling Market.
Duroos Company sold the three-story house at 516 East One Hundred and Seventeenth street, 15,100 sq. ft., for Mrs. B. Z. Bloom to Harvey A. Motzler.

Ernest T. Bower has sold for Cecelia Lustberg the four-story dwelling at 165 West 122d street, 16,100 sq. ft.

Wood, DeLeon Company, Inc., through its representative, R. C. Popper, sold for Helen A. Greoff the four-story dwelling, 21,100, at 37 West Eighty-eighth street, between Columbus avenue and Central Park West, held at \$45,000.

Bronx Trading.
Fred Schneider bought from the Rowland Realty Company twenty-eight lots on the block bounded by the on-cous and Wythe avenue, from 171st to 173rd street. The purchaser intends to excavate to 2 1/2 feet below grade and sell the plots to builders. This is a resale of the part of the American Real Estate Company property sold a few days ago by Jacob & Emil Leitner, Inc., and has been resold by the same brokers.

They also sold for the estate of A. Lightenstein, the plot on the west side of University avenue, about 61 feet south of 179th street, 50,300 sq. ft. for the Burnside-Jerome Lot Corporation, 155,100, on the east side of Wythe avenue, 100 feet north of Burnside avenue, and resold the northeast corner of Burnside and Walton avenues, 100,100, for Michael Kaufman.

Schwab & Co. sold for Max Smith the five-story new law apartment house, 40,100, at 568 East 172d street.

Julius Trattner sold for Anna Bernero the five-story double flat at 523 East 147th street to A. Elert for investment.

Brooklyn Market.
William Lise, Inc., sold for the Parkway Garden Corporation to R. Podell fourteen lots, being 285 feet on the west side of Coney Island avenue by irregular depth, adjoining Kingsway Theatre and 100 feet north of Avenue R. The buyer will improve with small apartments. The plot was held at \$21,000.

A. J. Murphy sold for the Bensonhurst Co. to Harry Keller, a plot, 47,714 sq. ft., irregular on the east side of West 109th street, 71 feet north of Forty-seventh street, and for Jennie H. Jordan the same buyer the adjoining plot, northeast corner of New Utrecht avenue and Forty-seventh street, 71,734 sq. ft. irregular; for Gillespie and O'Connor the Abner Realty Co., the northeast corner of New Utrecht avenue and Forty-sixth street, 119,152 sq. ft., and for Mabel Patterson to C. Z. Manfredi, a lot, 20,100, on the north side of Forty-third street, 54 feet west of Fort Hamilton Parkway.

a two-story semi-detached dwelling with garage at 152 Sullivan street.

Charles Partridge leased store at 642 Washington avenue to Edward Byrnes, to be used as a dairy.

Suburban Transactions.
Eugene Jobs-H. F. Beck Company leased in Summit, N. J., the William Oakley Raymond homestead at 677 Springfield avenue to Oscar R. Ewing of the law firm of Rouds, Schurman & Dwight of this city; the Anna S. Muller property at 16 Madison avenue to Winifred A. Taylor; the W. L. Baker cottage on Mountain avenue to Paul H. Weber of Bloomfield, N. J.; also the Dr. Charles A. Van Orden property at 63 Fairmount avenue, Chatham, to Harry S. Rosell, credit manager for the Hunter Manufacturing and Commission Company of this city, and an apartment in 408 Springfield avenue to Clifford Britt.

Thomas A. McWhinney Realty Company rented for Leslie L. Beach a dwelling on Monroe street, Lawrence, L. I., to Selig Roggen.

Eugene V. Welsh leased the residence of Mrs. John W. Castles in Normandy Park, Morristown, to Thomas H. Beck of this city. The property included contains six and three-quarter acres and garage.

L'Ecluse, Washburn & Co. sold for Joseph Siechta a tract at Plandome with a frontage of 180 feet on Shore Drive. The purchaser will improve with a brick house.

Frank Hughes Company sold for J. W. Surburg to M. Copeland Cohen, a Newark operator, the two-story garage at 854 Brookside, near 100th street, N. Y., on nearly half an acre. The property was held at \$30,000.

Albert Fister of Newark has purchased the dwelling at 569 Ambrose street, East Orange, from George Sottenthal through Feist & Feist.

George Houn sold for Fred A. Canney his estate in Mt. Airy road, Croton-on-Hudson, containing thirty acres of land, residence and barn. The property is considered to have one of the finest views of the Hudson River obtainable. The purchaser is James V. Reddy of the city.

Chauncey J. Griffin & Co. sold for William Murray Seaton his property in Mamaroneck avenue in the Gedney Terrace tract at White Plains, consisting of about one acre, with residence and garage, to Adrian L. Quick of Quick & McKenna, furniture dealers of this city.

E. P. Hamilton & Co. sold for Mrs. G. E. Curtis the residence and garage and quarter acre of land at 444 Hillside place, South Orange, to Andrew T. McCullagh.

PROPERTY IN ORANGES FINDS READY MARKET
Jersey Brokers See Prices Right for Buyers.

The realtors of South Orange and Maplewood, N. J., have had a busy last summer and early fall. The buyers in this section over a year ago out of the prices of their unsold houses to make the lower construction costs and readily sold them all. The homes erected for occupancy this fall have been practically all sold. Many homebuyers have purchased plots and are now erecting homes. Land is slowly but surely advancing in price, just as was predicted by close students of realty conditions.

What Sentiment Can Do to Realty Prices

By THE ODD PARAGRAPHER.

The cost of sentiment in real estate transactions was the topic of discussion among several real estate operators day last week. "Some years ago," an operator remarked, "I tried to purchase a certain property in the Greenbush village section owned by an estate, was quite an ordinary parcel, but I had a particular use for it. I asked the owner and a representative of the estate to sell it for \$30,000."

property, however, is still owned and occupied by the Wickham family.

What this real estate man—probably thousands of other city taxpayers—would like to know is whether the lamps are lighted at the taxpayers' expense only while the Mayor is in office or whether this service goes on ad infinitum once it is established?

He Hoped to Close a "Contract."

What a sincere though unlettered man can do with the pen is exemplified in the following epistle, received by a real estate broker in Arkansas:

After I had received your letter sum time ago but I was on a deal two rent you place two A good working man and I failed two rent him I have had lots of good chances two rent it but I am going to think I have got a good man & a man that will take care of your place and make it better all of the time he stays on it, I am on a deal with a fine man now I believe will be all right and if I rent it will send you the contract so excuse me for not ritten sooner."

FLAT BUILDERS OFFER NOVEL BUYING PLAN
The first two apartment houses of a group that are to be built on Caton avenue and Westminster road in the Prospect Park South section of Brooklyn are nearing completion. These houses are being offered to the public by the Church-Caton Corporation on what is known as the "Portional Purchase Plan." Ownership of the apartments may be obtained under this plan by payments covering a period of eight and one-third years if desired. Every room in these houses is an outside room and is exceptionally large. Each five room suite has seven large closets.

READY TO BUILD BIG JAMAICA DRIVEWAY

Bids to Be Asked for Boulevard to Rockaway; Will Cost About \$3,030,000.

According to the announcement by Borough President Connolly sealed bids for the construction of the Cross Bay Boulevard from the mainland in the Woodhaven section of Jamaica across Jamaica Bay to the northern shore of the Rockaway peninsula in the vicinity of Seaside. This proposed public improvement is the largest single undertaking of a public character in the history of Queens and one of the largest projected by the city since consolidation.

The official name of this highway is the Jamaica Bay Boulevard. It will be five and a half miles in length, with length between bulkheads being four and two-tenths miles. The width is to be 100 feet, except over the trestles, where it will be 52 feet. The roadway to be constructed consists, according to engineers' estimates, of approximately 14,870 feet of fill and 9,700 feet of trestle, with two lift bridges totalling 232 feet. The trestle will be of concrete piles supporting a slab roadway on reinforced concrete beams and girders. The bridges will be of the bascule type. The estimated cost of the viaduct is \$3,030,000 and the cost of the bridges approximately \$500,000. The amount of security required from the contractor is \$1,000,000 and the amount of deposit that each contractor will have to furnish with his bid is \$35,000.

Final authorization for this great public improvement was given by the Board of Estimate and Apportionment on September 30. This action was taken as the result of persistent agitation by real estate interests in the Rockaways and in Jamaica Bay and by large operators in Manhattan who fully appreciated what the Rockaways would mean to the city of New York if made accessible by a direct route from Manhattan, The Bronx and Brooklyn.

Some well informed realty operators hold that the Rockaways possess advantages of climate and possibilities for development far exceeding those of Atlantic City. They have suggested to the city officials that not only is this character of development possible at the Rockaways but at a reasonable cost whatever development may in the future be consummated on this coast can be joined up with the city's park and waterfront development at Coney Island.

Decorator Leases on 8th Ave.

Mrs. Elsie De Wolfe, interior decorator, has leased the two upper floors in 677 Fifth avenue. Negotiations were conducted by cable with Miss De Wolfe, who has been spending the summer at her home in Versailles, France. The lease was closed by a syndicate composed of Sprar & Co., Brown, Wheelock, Inc., Butler & Baldwin and Clarke T. Chambers.

Woman Leases Studio Building.

Pepi & Brother rented for Marie Tudor Garland of Nantucket, Mass., the studio building, furnished, at 84 Washington Street to Mrs. Allan Duff, Jr., of Forest Hills, L. I., who will occupy.

\$1,500,000 Flat Under Way



This fourteen story apartment house, which will cost \$1,500,000, is being erected by Anthony A. Paterno at the northwest corner of West End avenue and Eighty-fourth street, from plans by Gaetan Ajello, architect. Mr. Paterno reports that more than 20 per cent. of the apartments have already been leased from plans. There will be four apartments on each floor, having from five to seven rooms, all of which will have outside light and air. All suites above the seventh floor will have an unobstructed view of the Hudson River.